

Torrance Herald

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**THE HERALD'S PLATFORM
 FOR TORRANCE**

- 1—Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood-Palos Verdes Parkway.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance.
- 9—The conduct of All Local Affairs in a spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

PIGGLY WIGGLY HEAD PREDICTS PROSPERITY

Having his fingers on the pulse of business in 188 community centers, Arthur C. Jones, president of Piggly Wiggly Western States Company, is in position to speak with authority about the general conditions and prospects for next year.

Mr. Jones reports that sales for his company in 1927 will exceed thirteen million dollars in the Los Angeles district. This compares with sales of eight million dollars in 1926. Sales for 1923 with a much smaller chain of stores, amounted to four million dol-



Arthur C. Jones

ars. The figures do not include the fifteen stores in the Salt Lake City, Utah, district, which are owned and operated by the Los Angeles company.

"Our November business exceeded our expectations and so far the reports of holiday sales have been far ahead of everything we were led to expect. Our December business has been nothing short of phenomenal, due to the aggressive merchandising policies of our company, but we must also give credit to the desire

of the people to spend their money. As we do business strictly for cash, our sales would indicate that there is plenty of money in circulation," said Mr. Jones. Mr. Jones, when asked what was his principal problem of management, declared that his company was growing so fast that it was difficult to train men and develop store managers. No man is ever given a Piggly Wiggly store until he is thoroughly grounded on the proper care of merchandise. All store employees follow a regular schooling before they reach the store and there is no let-up in their schooling. This policy assures Piggly Wiggly patrons of getting intelligent service and is a big factor in the rapid growth of that company.

Mr. Jones has just written the most complete book on retail grocery store management that was ever published. It contains one hundred pages of information on every duty and detail of store operation. This book was published at Mr. Jones' expense, to be used as a text book for all his employees. The book is now in its second edition and has been enthusiastically received by chain grocery operators all over the United States.

Sixty-five new stores were opened during the past six months and the 1928 program embraces many more new stores, leases of which have been signed. Many new buildings will be specially erected for Piggly Wiggly next year.

Touring California

Travel Notes of Interest and Western Highway Information Furnished by the National Automobile Club

The Old Spanish Trail highway, the great transcontinental highway in the extreme south, touching the Gulf of Mexico and following in the footsteps of the conquistadores, is now carrying a tremendous amount of winter traffic, according to the Touring Department of the National Automobile Club. The progress of this trail has been amazing and during this year \$21,000,000 in new highway completions were opened to travel. The openings celebrated this year include: The Irberville Bridge, Miss.; Sugarland-Richmond, Tex. paving and bridge; Dayton, Tex., concrete paving; Mobile Bay Bridge (10 1/2 miles); Liberty County and East Texas, Texas, and paving; Gila River Bridge, nine spans, Arizona; Sinaloa River Bridge, Tex.-La. line, and the complete paving of stretch between Jacksonville and Tallahassee. This highway has the distinction of starting at the oldest city on the Atlantic coast, St. Augustine, and ending at the oldest city on the Pacific Coast, San Diego. It skirts the feet of Alabama, Mississippi, Louisiana, Texas, New Mexico, Arizona and California and is 2769 miles in length. This highway will always revive and keep alive the interesting history of old Spanish days, a history reaching from Florida to California. It offers historical associations more romantic than any other transcontinental highway, including the days of Spanish splendor of Cavalier and Conqueror, of Columbus, Cortez and Pizarro, of Ponce de Leon, De Soto, Coronado and the great orders of priests whose missions are scattered along the length of the trail. The Spanish dreamed of gold and glory, and with expeditions worth a king's ransom, they fought their way through swamps and deserts and over mountains which often led to despair and death, but the phantom of riches caused others to follow, and today the Old Spanish Trail is a project which has woven old trails and new ways together and opened anew the Southern Borderlands to modern motor travel.

The Kings River Canyon Highway moved another step toward realization a few days ago, when the State location Engineer and assistants went into that area for the purpose of establishing the most feasible route, which will open to the world this spectacular part of the Sierras. According to the Engineering Department of the National Automobile Club, it will take about six weeks to do the preliminary work.

The Fresno County Engineering Department has recently completed a map of the entire route of the Sierra National Parks Highway, showing the work already completed, what is contemplated immediately, and the units upon which preliminary work is yet to be done. This highway will be 318 miles in all, and excellent progress is being made on the project. From present indications, by 1929 the highway will be open between the Yosemite Valley and General Grant National Park. The widening and improvement of the fifteen miles from Okenden to Dinky Creek has already been completed.

The road from Williams to the Grand Canyon, 66 miles is now in fair condition. From Flagstaff to Cameron is in fair condition; Cameron to Lee's Ferry, passable but not recommended. From Flagstaff to Phoenix via Prescott is in good condition except for two short stretches that are rapidly improving.

IN THE RECORDER'S COURT

Of the City of Torrance, in the County of Los Angeles, State of California, Chas. T. Rippey, Recorder.

J. Isenstein, Plaintiff.

vs. Fred Kormes, Defendant.

Case No. 302, Summons.

The people of the State of California send greetings to Fred Kormes, Defendant.

You are hereby directed to appear in an action brought against you by the above named plaintiff in the Recorder's Court of the City of Torrance, Los Angeles County, State of California, and to answer before the Recorder at his office in the said City of Torrance, the complaint filed therein, within five days (exclusive of the day of service) after the service on you of this summons, if served within the

city in which this action is brought; or, if served out of said city, but within said County, within ten days, or within twenty days if served elsewhere. And you are hereby notified that unless you so appear and answer said complaint, as above required, said plaintiff will cause your default to be entered and take judgment for any money or damages demanded in the complaint, as arising upon contract, or will apply to the Court for relief demanded in the complaint, together with the costs of suit.

Given under my hand this 23rd day of March, 1927.

Chas. T. Rippey, Recorder, City of Torrance, Los Angeles County, State of California

Miss Dolly Akridge was a dinner guest of Miss Dorothy Maisey, of Rose street.

COMMUNITY PRESBYTERIAN CHURCH

January 1st, 1928.
 Bible School, 9:30 a. m. Robert McFarney, superintendent. All are invited. Five departments with classes for all ages.

Morning service, 11 o'clock. Sermon subject: "The Campaign of 1928." A preview of the work of the church for the coming year.
 Evening service, 7:30 o'clock. Subject of sermon: "Power." A decision service. Begin the year with Christ.

Junior C. E., 4 p. m. Laura Stanton, superintendent.

Intermediate C. E., 6 p. m. Miss Laura Thomas, superintendent. All young people invited.

Meeting of Session Monday, 7:30. F. & S. Club, Tuesday 7:15. Prayer meeting Wednesday, 7:30. Choir practice Thursday, 7:30. Louis Tinning, pastor.

FIRST EVANGELICAL LUTHERAN CHURCH

Geo. H. Schuster, pastor.
 Sunday school, 9:00 a. m.
 Morning service, 9:30 o'clock.
 Subject: "Entering the New Year with Jesus." And installation of new officers.

At the New American Legion Hall on Carson St.

Ben Vivian is home from Morencil, Arizona, for the holidays.

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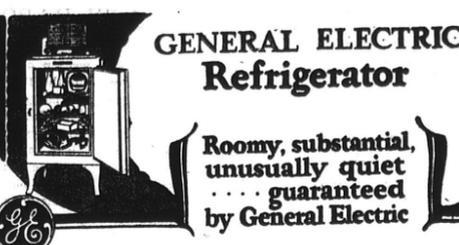
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Group 4 2.00 " 50 "	100.00
Group 5 5.00 " 50 "	250.00
Group 6 10.00 " 50 "	500.00
Group 7 20.00 " 50 "	1000.00

Group 0 for any amount you wish to deposit.

The Plan

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